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PRESS RELEASE

Camden County implements new emergency notification system

(Lindenwold, NJ) – The Camden County Office of Emergency Management has implemented a new emergency notification system, or reverse 911 system, to keep residents better informed in the event of an emergency.

"To provide you and your family with a quick and reliable method of communication during an emergency, Camden County has selected Swift911 as our emergency notification service provider," said Freeholder Jonathan Young. "Residents can visit the county website to select the means by which they would like to be notified in case of an emergency. We also have a link so that you can download the Swift911 app on your smartphone."

Residents and businesses should visit www.camdencounty.com to sign up for the system. There you will find an easy and secure method for inputting how you wish to be contacted in the event of an emergency. As this is an all-new system, you must register even if you received notices from the previous provider, CodeRed.

Required information includes your first and last name, street address (physical address, no P.O. boxes), city, state, zip code and primary phone number. The system allows you to add additional phone numbers as well. The data collected will only be used for emergency notification purposes.

"We are in the age of technology where nearly everyone can be reached instantaneously through their cell phones," Young said. "This system is a great way for us to reach out, in whatever way is most convenient, to provide you and your family with the vital information you need during times of crisis."

The emergency notification system is web-based, affording county officials with the ability to message from any location, at any time of the day or night. As long as there is access to a telephone or computer with Internet access, the public can be notified no matter how extreme the emergency.

"This new system, combined with our other emergency alert methods, is designed to get critical messages to the public, quickly and effectively," Young said. "This does not preclude you from calling 911 for emergencies; it simply provides an opportunity for the county to disseminate critical information if and when the need arises."

To enter your contact information, visit www.camdencounty.com and click on the icon for Swift911.

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